

YLRUHSA@GMAIL.COM
LINKEDIN.COM/IN/ASHLEY-CHAN-852331355
+65 9621 2314

I AM A BA (HONS) FASHION MEDIA AND INDUSTRIES STUDENT AT LASALLE COLLEGE OF THE ARTS WITH HANDS-ON EXPERIENCE IN CONTENT CREATION, CAMPAIGN CONCEPTUALISATION, AND CREATIVE TEAM LEADERSHIP.

PASSIONATE ABOUT DESIGN AND STORYTELLING, I BRING A METICULOUS, GOAL-ORIENTED APPROACH TO PROJECTS AND THRIVE IN COLLABORATIVE, INTERDISCIPLINARY ENVIRONMENTS.

I AM ESPECIALLY INTERESTED IN HOW DESIGN SHAPES CULTURAL MEANING AND CONNECT PEOPLE ACROSS CONTEXTS.

EDUCATION

AUG 2023 - PRESENT

LASALLE COLLEGE OF THE ARTS

BA (HONS) FASHION MEDIA AND INDUSTRIES

APR 2020 - APR 2023

NGEE ANN POLYTECHNIC

DIPLOMA IN MASS COMMUNICATION

SKILLS

SOFTWARE SKILLS

FAMILIAR WITH ADOBE ILLUSTRATOR, PHOTOSHOP, AFTER EFFECTS, INDESIGN, XD, AND PREMIERE PRO

LANGUAGE

FLUENT IN ENGLISH
NATIVE IN CHINESE

OTHER

PROFICIENT IN LEVERAGING VARIOUS SOCIAL MEDIA PLATFORMS FOR CONTENT CREATION AND MARKETING

ACHIEVEMENTS

AUG 2025

VOGUE SINGAPORE

VOGUE TALENT PRIZE 2025 (TOP 30)

JUN 2021 - APR 2022

FMS AGENTS

HEAD OF PUBLICITY & PUBLIC RELATIONS

2019

NORTH EAST CDC-PAYA LEBAR CCC AWARDS

EDUCATION MERIT AWARD (TOP 15% IN THE COHORT)

FILM PHOTOGRAPHY, DIGITAL PHOTOGRAPHY, VIDEOGRAPHY, AND EDITING

MARKETING AND COMMUNICATIONS ACROSS DIGITAL MARKETING, SOCIAL MEDIA MARKETING, CONTENT MARKETING, ADVERTISING, AND PUBLIC RELATIONS

WORK HISTORY & EXPERIENCE

TANCHEN STUDIO
STUDIO AND OPERATIONS ASSISTANT

AUG 2025 - PRESENT

OVERSEE STUDIO OPERATIONS, INCLUDING PART-TIMER SCHEDULING, STOCK MANAGEMENT, AND CUSTOMER CORRESPONDENCE TO ENSURE SMOOTH WORKFLOW.

SUPPORT CAMPAIGN DEVELOPMENT AND EVENTS, COORDINATING TIMELINES, LIAISING WITH MODELS AND BUSINESSES, ASSISTING ON SHOOTS, AND CONTRIBUTING VISUAL REFERENCES AND STYLING.

UNIVERSAL MUSIC SINGAPORE
FREELANCE DESIGNER

APR 2023 - PRESENT

PRODUCED ENGAGING SOCIAL MEDIA CAMPAIGN FOR ARTISTS LIKE KATY PERRY, KESHI, GRACIE ABRAMS, AND IMAGINE DRAGONS, PROMOTING SINGLES, ALBUMS, AND EVENTS.

BOOSTED ONLINE ENGAGEMENT BY 20% ACROSS INSTAGRAM AND FACEBOOK, AND ENSURED MUSIC CHART LONGEVITY.

TANCHEN STUDIO
STUDIO INTERN

JUN 2025 - AUG 2025

ASSISTED IN CAMPAIGN CONCEPT DEVELOPMENT, PHOTOGRAPHY AND VIDEOGRAPHY FOR TANCHEN STUDIO'S YIN/YANG PLACEMAT CAMPAIGN.

SUPPORTED RETAIL OPERATIONS AND CONTENT CREATION, CONTRIBUTING TO BRAND ENGAGEMENT AND A 5% GROWTH IN INSTAGRAM FOLLOWING OVER THREE MONTHS.

NOONTALK MEDIA
FREELANCE DESIGNER

SEP 2025

DESIGNED AND PRODUCED SOCIAL MEDIA CONTENT FOR NOONTALK MEDIA'S 我的故事 MY STORY CAMPAIGN (2025), A GOVERNMENT-BACKED INITIATIVE ENCOURAGING MANDARIN CONVERSATIONS AMONGST THE YOUTH.

UNIVERSAL MUSIC SINGAPORE
INTERNATIONAL FRONTLINE
MARKETING INTERN

OCT 2022 - APR 2023

ASSISTED AND LED SHOOTS FROM START TO END – STORYBOARDING, CASTING, AND VIDEOGRAPHY.

AIDED IN MARKET RESEARCH, WORKING WITH KOLS AND BRANDS FOR SOCIAL MEDIA CAMPAIGNS.

FMS AGENTS
HEAD OF PUBLICITY AND
PUBLIC RELATIONS

JUN 2021 - APR 2022

LED THE PUBLICITY AND PUBLIC RELATIONS TEAM TO A 10% GROWTH IN INSTAGRAM FOLLOWING OVER TEN MONTHS.

WORKED CLOSELY WITH OTHER COMMITTEES AND MARKETING TEAMS TO COME UP WITH CONCEPTS FOR THE CO-CURRICULAR ACTIVITY'S SOCIAL MEDIA PAGES.

NEWCASTLE ENRICHMENT CENTRE
TUITION TEACHER

AUG 2023 - SEP 2023

DESIGNED AND DELIVERED CREATIVE, BILINGUAL LESSON PLANS IN ENGLISH AND CHINESE, ADAPTING CONTENT TO DIFFERENT LEARNING STYLES.

ENGAGED STUDENTS THROUGH INTERACTIVE ACTIVITIES AND STORYTELLING, ENHANCING PARTICIPATION AND COMPREHENSION.